Newfoundland
Labrador

Advisory Board of Ireland Business Partnerships

Activity Plan
2008-2011

Message from the Chair

As Chair of the Advisory Board of Ireland Business Partnerships (IBP), I am pleased to present the Board's 2008-2011 Activity Plan. In accordance with the *Transparency and Accountability Act*, this activity plan was prepared under the direction of the Board which is accountable for the achievement of the objectives outlined therein. This is a three year activity plan covering the years from April 1, 2008 to March 31, 2011.

Sincerely,

HON. TREVOR TAYLOR
Minister
MHA, The Straits and White Bay North

Chair, Ireland Business Partnerships

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Overview of the Advisory Board and Ireland

Business Partnerships

Ireland Business Partnerships (IBP) was established in 1997 as a public/private partnership between the private sector and the Government of Newfoundland and Labrador. The organization was established in response to the signing of the Memorandum of Understanding (MOU) between the Governments of Newfoundland and Labrador and Ireland in 1996.

In 2004, Premier Williams and Irish Taoiseach (Prime Minister) Bertie Ahern re-signed the MOU between the Government of Newfoundland and Labrador and Ireland reaffirming the relationship. In this same year, government moved IBP into the Department of Innovation, Trade and Rural Development.

INTRD provides Ireland Business Partnerships with two staff positions, an Executive Director and an Industrial Development Officer. The Department also provides IBP with its budget allocation.

A volunteer Advisory Board, appointed by the Premier, advises IBP on strategic directions and provides policy advice. The Board is currently comprised of individuals with a variety of backgrounds from various regions of the province. The board meets quarterly, with various sub-committees meeting regularly to work on specific priority areas.

Mandate

Guided by the Memorandum of Understanding between the Government of Newfoundland and Labrador and the Government of Ireland, the mandate of the Ireland Business Partnerships Advisory Board is to:

- Assist the Department of Innovation, Trade and Rural development with preparing a strategic work plan for the Ireland Business Partnerships;
- Monitor the implementation of the strategic work plan;

  Assist the Department with partnership initiatives; and
- Report annually to the Premier and to the public on progress of the strategic work plan and results attained

Values

The core values explain the character of the organization we promote and the action statements guide behaviour. The core values of the Department of Innovation, Trade and Rural Development, which also guide the behaviour of the Advisory Board of Ireland Business Partnerships are as follows:

Effectiveness	Each person makes informed decisions in a timely and professional manner.
Responsiveness	Each person builds relationships of trust and collaboration with other Board members
Cooperativeness	Each person develops and participates in team approaches to advancing IBP priorities.
Communication	Each person takes initiative to promptly share information with Board members in support of the IBP priorities.

Primary Clients

The Board's primary responsibility is to the Ireland Business Partnerships and to the Department of Innovation, Trade and Rural Development by providing policy advice and guidance in areas determined to be of strategic priority for IBP.

Vision

The vision of the Department of Innovation, Trade and Rural Development is of "a diversified, competitive economy with productive and prosperous regions across the province".

The work of the Advisory Board supports the vision of the Department of Innovation, Trade and Rural Development. By providing guidance to the Ireland Business Partnerships, the Board guides IBP toward potential economic development opportunities with Ireland thereby fostering cultural and historic links which serve as an asset in shaping economic policy.

Mission

The mission statement identifies the priority focus area of the Minister over the next two planning cycles. It represents the key longer-term result that the Minister and the Board will work towards to achieve the strategic directions of Government.

The mission of the Department of Innovation, Trade and Rural Development is as follows:

> By 2011, the Department of Innovation, Trade and Rural Development will "have stimulated economic and business development to foster regional and provincial prosperity."

The Board contributes to the Department's mission of stimulating economic and business development by advising IBP on strategic directions and providing policy advice. IBP engages in economic and cultural development initiatives that generate wealth and build capacity through partnerships with government, industry, and businesses both provincially and with Ireland.

Activities and Objectives

The Advisory Board of the Ireland Business Partnerships assists the Department of Innovation, Trade and Rural Development in partnerships initiatives and provides advice on economic and policy issues. In addition, the Board assists the Department with preparing an annual strategic work plan for the Ireland Business Partnerships. The Board monitors the implementation of this plan and reports annually to the Premier and to the public on progress of the plan and results attained

In consideration of Government's strategic directions as well as the mandate and financial resources of the Advisory Board and of Ireland Business Partnerships, the following areas have been identified as the Advisory Board's key priorities for the upcoming year. The Advisory Board intends to report its progress on these objectives annually.

Objective 1
The Board will have helped develop a operational plan for IBP for the upcoming year.

Measure
Supported development and completion of annual operational plans.

Indicators

- The Board, and its three primary sub-committees (Ocean and Marine Technology, Education, and Culture) supported the development of annual operation plans by working with the Executive Director and staff to identify specific initiatives to be developed and undertaken in each of the three areas.

Objective 2
The Board will have publicly reported on the results of the operational plan from the previous fiscal year.

Measure
Results reported

Indicators

- The results are publicly reported by the creation of an annual report.

Objective 3

The Board will have provided guidance to the Ireland Business Partnerships toward potential economic development opportunities with Ireland.

Measure

Provided guidance

Indicators

The Board provided guidance to IBP staff by way of regular Advisory Board meetings and regular themed sub-committee meeting, focusing on identifying and executing on opportunities in business, education and culture.

Appendix

Appendix A

Strategic Directions

Strategic directions are the articulation of desired physical, social and or economic outcomes and normally require action by more than one government entity. These directions are normally communicated by government through platform documents, Throne and Budget speeches, policy documents, and other communiqués. The *Transparency and Accountability Act* requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across government and will ensure that all entities are moving forward on key commitments.

A full list of strategic directions for the Department of Innovation, Trade and Rural Development can be found in the Department's Strategic Plan. To view a copy, please visit http://www.gov.nl.ca/intrd/strategicplan.htm.

The strategic direction that relates to the Board of Ireland Business Partnerships is provided below. Given its mandate, the Corporation plays a direct role in two components of this direction. As indicated through the following table, these components are addressed in the Corporation's activity plan, while the other components are dealt with by other entities reporting to the Minister.

Title: Business Promotion, Trade and Investment Development
Outcome: Increased business promotion, trade and development

Components of Strategic Direction	This direction is:	
	addressed in the entity's activity plan	applicable to other entities reporting to the Minister
Trade Policy	X	
Export Development	X	
Investment Development		X
Enterprising Culture		X
Capacity Building	X	
Entrepreneurship		X

Appendix B

Ireland Business Partnerships
Advisory Board members

Honorable Trevor Taylor, Chair
Government of Newfoundland and Labrador

Mr. Barry Snow
Government of Newfoundland and Labrador

Dr. John FitzGerald
Government of Newfoundland and Labrador

Mr. Brent Meade
Government of Newfoundland and Labrador

Dr. John Ashton
Sir Wilfred Grenfell College

Ms. Maureen Foley
Town of Tilting

Ms. Susan Knight
Shallaway Youth Choir

Mr. Bill Mahoney
Regal Realty Ltd.

Ms. Adele Poynter
Baltic Services

Mr. Keith Stoodley
Provincial Aerospace

Mr. Andy Wells
Public Utilities Board

Dr. Patrick Parfrey
Memorial University of Newfoundland

Mr. Patrick O'Callaghan
East Coast Catering Ltd.